

Adult Literacy Contact Centre NEWSLETTER

September 1992



Volume 5, Number 8

A project of the Adult Basic Education Association of B.C.

BCHRD Seeks Classroom Response

A package inviting B.C.'s adult basic education instructors and students to comment on the B.C. Human Resource Development Project (BCHRD) has been distributed to the ABE field.

The package -- which includes a description of the project, some of its key recommendations to date, and a response form for classroom use -- was mailed during the last week of August to instructors and coordinators at community colleges, school districts and community-based organizations in B.C., as well as some private institutions.

BCHRD Project Coordinator Jeanette Matson says that distribution of the package to classrooms is a response to feedback the project has already received from the ABE field.

"One of the major recommendations coming out of the working forum on Foundation Education [April 1992] was that learners need to be actively involved in identifying and planning curriculum priorities and support services to meet their needs," says Matson. "There was also broad agreement that additional learner input to the B.C. Human Resource Development Project was needed.

"In the spirit of these recommendations, the package for ABE instructors is intended to increase opportunities for literacy and ABE learners around the province to contribute their ideas on Foundation Education."

The BCHRD will include the responses in its Steering Committee report to the B.C. government due October 31, 1992.

The response forms should be returned to the BCHRD no later than October 16, 1992.

The BCHRD Project was established in 1991 as a two-year initiative of the Ministry of Advanced Education, Training and Technology. A description of the Project in the instructors' package informs students that, "The job of the Human Resource Development Project is to plan the future of education and training for all people in B.C. This plan is needed to:

- ❖ make sure people have opportunities for education and the skills they need to work and live in their communities;

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❖ create jobs and increase trade with other countries so B.C. can build a strong economy."

Foundation Education -- one of nine policy areas determined by the BCHRD -- is defined as, "education and training for adults (individuals who have left school) who wish to improve their effectiveness in life and/or work through:

❖ basic skills in thinking, literacy and numeracy;

❖ a secondary school graduation or equivalent;

❖ specific courses or skills for initial entry to work, career training or further academic studies;

❖ special services to assist in overcoming disabilities or disadvantages (socio-economic and others)."

Some classifications under Foundation Education are: ABE, Adult Special Education, English as a Second Language, College Preparatory, and Basic Training for Skill Development.

Discussion questions directed at learners on the response form include:

❖ If you were to build a better system of Foundation Education in the future, what would it be like?

❖ What would you want to add that isn't there now?

❖ What would you want to do away with?

❖ What would make it easier for you to be a successful learner?

For additional information or to obtain an instructors' package, contact:

B.C. Human Resource Development Project
Simon Fraser University at Harbour Centre
Room 2000
515 West Hastings Street
Vancouver, B.C.
V6B 5K3
Phone: 775-0285
Fax: 775-0291 ☐

Adult Literacy Contact Centre Newsletter

622 - 510 West Hastings Street
Vancouver, B.C. V6B 1L8

1-800-663-1293 Toll-free in B.C.

684-0624 Lower Mainland

684-8520 Facsimile

The Adult Literacy Contact Centre is a project of the Adult Basic Education Association of B.C. and is jointly funded by the Ministry of Advanced Education, Training and Technology; and the National Literacy Secretariat.

The Centre welcomes receiving your literacy news by phone, fax or mail. We reserve the right to edit written submissions for the newsletter.

The newsletter is published monthly and mailed during the first week of every month. It is available free of charge to any individual or agency upon request.



Summer '92 Edition of *Our Own Words*

The fourth edition of *Our Own Words* -- the annual anthology of creative writings by B.C.'s adult basic education (ABE) students -- was published in August.

The Summer 1992 edition contains personal histories, short stories, poems and essays by 60 contributors. The collection represents students from all 15 B.C. college regions, at three levels of the ABE curriculum -- intermediate, advanced and provincial. Some examples (at the intermediate level) include: life stories from two former sawmill workers at the College of New Caledonia; an anecdote from a senior citizen, who returned to school after 50 years, from the University College of the Fraser Valley; and a poem from a Metis woman at Northern Lights College.

Our Own Words is a project of the Centre for Curriculum and Professional Development, Victoria, and an editorial committee composed of representatives of five college regions.

Copies of the 58-page soft-cover booklet are available free of charge from the Adult Literacy Contact Centre. ☐

Upcoming Conferences

October 1, 1992 is the registration deadline for **Just Language**, a conference on the theory and practice of plain language in law, government and business to be held in Vancouver October 22 - 24, 1992.

The international conference will feature keynote speakers such as Mary Gusella, Deputy Minister, Multiculturalism and Citizenship Canada, and Angus Reid, President, Angus Reid Group.

The conference is sponsored by the Plain Language Institute (Vancouver), a non-profit organization founded in 1990, funded by the B.C. Ministry of the Attorney General and the Law Foundation of B.C., to promote plain language in government, business and the legal community.

For further information, contact:

The Just Language Conference
(c/o) Suite 502 - 1155 West Georgia Street
Vancouver, B.C.
V6E 4E6

or call the Plain Language Institute at 687-8895 ☐

A professional development conference is scheduled for October 14-17 in Anchorage, Alaska. **Building Bridges to the Future** is the 5th annual conference sponsored by the Alaska Adult Education Association, the Office of Adult and Vocational Education, Alaska Department of Education, and others.

The event is designed for: adult, community and vocational education personnel; school counsellors; non-profit and service organizations and others interested in serving and educating learners.

Joyce Oechslin
Professional Development Conference
Nine Star Enterprises
650 International Airport Road
Anchorage, Alaska 99518
U.S.A.

Phone: (907) 563-3174 ☐

Tell Us About the PSAs

The Advisory Committee of the B.C. Literacy Public Awareness Campaign (LPAC) would like to hear from the *Adult Literacy Contact Centre Newsletter* readers about the LPAC's recent public service announcements (PSAs). Since the middle of June, two television and six radio PSAs on literacy have aired on commercial radio and TV stations throughout B.C., thanks to the B.C. Association of Broadcasters (BCAB). The LPAC was the co-recipient of the BCAB annual Humanity Award last May. The award grants the LPAC free commercial airtime (valued at approximately \$700,000) for the PSAs over six months. The ads will continue until the middle of September, resume in mid-December, and extend through mid-March 1993.

The PSAs were developed by Wasserman, Cozens Dundon in association with VRH Public Relations (Vancouver), the agency responsible for managing the LPAC.

The LPAC is a B.C. literacy cost-shared project of the Vancouver Community College region. It is administered by an Advisory Committee. (Chair: Betty Nobel, Vancouver Community College. Members: Linda Hackett, Coordinator, Adult Literacy Contact Centre; Linda Mitchell, Executive Director, Literacy B.C.)

Please help us to learn the effect of the PSAs on you and on your community by responding to the questions on page 4 of this issue.

Thank you -- we look forward to receiving your feedback.

Advisory Committee
B.C. Literacy Public Awareness Campaign

See response form on page 4 

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The B.C. Literacy Public Awareness Campaign Humanity Award PSAs RESPONSE FORM

Have you seen these two literacy PSA's on TV this summer?:

- As we hear a man's voice (*I was scared all the time...*) we see fellow office workers, a waiter handing out a menu, a child seated with a story book.
- On a dark road, signs flash by ending with, "BRIDGE OUT."

Or, have you heard any of the six literacy PSAs on radio? These are excerpts:

- *Here's this really bright guy, good ideas, fast on his feet...and he keeps taking these dead-end jobs?*
- *We moved around a lot when I was a kid.*
- *He could read enough to get by. But not enough to get ahead.*
- *"It's the manual for our new computer," he says. "Read it."*
- *I couldn't read, "I love you, Mummy."*
- *I'd go to work knowing that today they'd find out.*

All of these TV and radio PSAs end with, *For help or to help, call the Literacy Contact Centre at 1-800-663-1293.* If you saw or heard any of them or someone else mentioned them to you, we would like to know...

Has there been any impact on your program or agency because of these PSAs?

(For example, have the PSAs resulted in any new contact from learners, volunteers or any other members of the public?)

What do you, personally, think of the PSAs?

Please return this form by mail or fax (and feel free to write more than the space on this page permits). You are also welcome to phone us with your comments.

B.C. Literacy Public Awareness Campaign
c/o the Adult Literacy Contact Centre
Suite 622 - 510 West Hastings Street
Vancouver, B.C.
V6B 1L8
Phone: 1-800-663-1293 (toll-free in B.C.)
Fax: 684-8520

OPTIONAL

Your name: _____
Agency: _____
Address: _____

Phone: _____ Fax: _____

Libraries Promote Literacy in Mall Displays

Visitors to Lower Mainland shopping malls have the opportunity to examine materials from a variety of community libraries and local literacy groups this month.

The displays are part of the Shopping Mall Display Project mounted by the Literacy Materials Committee of the Greater Vancouver Library Federation (GVLF). The GVLF has cooperated with the Coquitlam and Surrey Public Libraries to mount and staff the weekend displays, which began August 21, 1992 and run until September 20.

Jane Kupfer, committee chair and librarian with the New Westminster Public Library, says the event is intended to celebrate International Literacy Day (September 8). "We also want to inform the public that libraries and literacy groups are working together to promote reading," she says. Kupfer adds that "all B.C. libraries now have literacy collections -- accessible, easy-reading material aimed at adults."

Local literacy providers from the I-CARE (Individualized Community Adult Reading Education) program at Douglas College and the Invergarry Learning Centre in Surrey are

supplying volunteers to staff the displays.

Displays are on view at the following locations (check your local library for the dates in your community):

- ◆ Brentwood Mall
- ◆ Lansdowne Park Shopping Centre
- ◆ Richmond Centre
- ◆ Lougheed Mall
- ◆ Westminster Quay
- ◆ Coquitlam Centre
- ◆ Kingsgate Mall
- ◆ Guildford Town Centre

For further information, contact:

Jane Kupfer
New Westminster Public Library
716 - 6th Avenue
New Westminster, B.C.
V3M 2B3
Phone: 521-8874 □

WestCoast Reader Expands Distribution

The *WestCoast Reader*, B.C.'s newspaper for beginning adult readers, will have a new look and a wider distribution when it resumes publication after a three-month hiatus this month.

The paper will receive donated printing services valued at approximately \$10,000 from the *Vancouver Sun*, which will enable it to publish 10 times yearly (September 1992 through June 1993). In addition, the paper will be redesigned in tabloid format

(slightly smaller than previous formats) and will vary from four to eight pages per issue.

WestCoast Reader Editor Joan Acosta says that, as of this month, the paper and accompanying teacher's notes will again be available to readers in the K-12 system, although it will not be mailed to individual teachers. Each school district will be asked to order the number of copies it needs, and handle its own internal distribution.

In addition, Acosta says the paper "will continue to be distributed free on request to publicly-funded institutions which teach English and reading to adults."

The first issue of the 1992/1993 year is expected in early September. □

OUR OTHER SERVICES

As well as producing this newsletter, the Adult Literacy Contact Centre has services for all B.C.:

we give information and encouragement by phone to adults who want to know about adult basic education opportunities in their own community;

we provide literacy information to the non-profit and community-based sector, business, labour, the media, all levels of government and the public at large; and

we refer volunteer tutors to adult literacy programs.

Phone free from anywhere in B.C.

1-800-663-1293

On-Site Language Training in Richmond

Increased demands for literacy skills on the job and changing technology have prompted a Lower Mainland manufacturing company to implement an on-site language and basic skills upgrading training program for its employees.

Health Care Diaper Incorporated of Richmond, a manufacturer and distributor of diapers throughout western Canada, has embarked on the project in conjunction with Workplace Training Systems (WTS), a service of B.C.'s Open Learning Agency. Called the "Workplace Skills Communications Training Program," the project is providing English language and basic skills upgrading/training to thirteen of the firm's 27 employees.

The three-phase program began in June, 1992 and will continue until April, 1993.

The firm, which produces over 50 varieties of private label diapers, plans to implement its own in-house printing operation, which will require workers to be able to label and code the finished products.

Canada Employment and Immigration Centre (CEIC) Richmond is providing

\$22,347.00 in funding for this project under its Work Place Based Training Program.

Languages spoken at the manufacturing plant include Cambodian, Vietnamese, Mandarin, Cantonese, Punjabi, Hindi, Malay, French and Tagalog.

The program was initiated following a needs assessment conducted by WTS in April, 1992. Two WTS consultants conducted interviews with management, supervisors and employees, and examined company documents such as safety policies, production forms, internal bulletins, memos and job descriptions. The results indicated that "employees need to be trained for technological change in areas such as quality control and new machinery and equipment."

In Phase I of the program, which ran from June 22 to September 4, a "mini learning centre" was established on-site and "individualized learner pathways" were established for each participant. This includes face-to-face instruction, small group learning and computer enhanced training.

Phase II, which consists of 84 training hours over 12 weeks, begins September 14 and continues until December 5, 1992. Phase III will run from January 12, 1993 to April 3, 1993. □

Job Opening: Administrative Coordinator Wanted

The Adult Basic Education Association of B.C. is looking for an individual to work as a half-time Administrative Coordinator. Under the direction of the Board of Directors, this person will perform routine secretarial tasks and set up a record-keeping system. In addition, the administrative coordinator will assist the board in implementing its short and long term goals, including assistance with fund-raising strategies.

The Association is looking for an individual with excellent communication skills and organizational abilities, as well as demonstrated proficiency with word processing and record-keeping systems. This individual must be a self-starter who is able to work under the direction of a volunteer board.

Qualifications and experience: a university degree in a related field; knowledge of the B.C. adult basic education field is an asset; previous experience with non-profit organizations is desirable.

The position is for a 12-month term, which may be extended if funding is available.

Please forward resume by September 11, 1992 to:

The ABEABC Personnel Committee
c/o The Adult Literacy Contact Centre
622 - 510 West Hastings Street
Vancouver, B.C.
V6B 1L8
Fax: 684-8520